

Message Text

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ACTION EA-10

INFO OCT-01 ISO-00 EB-07 /018 W
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P R 140417Z JUN 75
FM AMEMBASSY JAKARTA
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 8695
AMCONSUL MEDAN
AMEMBASSY SINGAPORE
AMCONSUL SURABAYA

UNCLAS JAKARTA 7187

COMMERCE FOR BIC/OIM/MRD-ZASSENHAUS - SINGAPORE FOR TRADE
CENTER - LEONARD

E.O. 11652: N/A

TAGS: BBSR, ID

SUBJ: GLOBAL MARKET RESEARCH BID REQUEST: COMMUNICATIONS
EQUIPMENT AND SYSTEMS

REF: (A) STATE A-2817; (B) JAKARTA 7137

1. FOLLOWING ITS TRANSMISSION OF REFTEL B, EMBASSY WAS PLEASANTLY SURPRISED TO RECEIVE THIRD BID PROPOSAL FOR COMMUNICATIONS EQUIPMENT AND SYSTEMS MARKET STUDY. BIDDER IS UNITED ECONOMIC & ENGINEERING CONSULTANTS LTD., (UEEC) WHOSE MANAGING DIRECTOR, MR. HERSUBENO, POSSESSES M.B.A. FROM SYRACUSE UNIVERSITY AND IS PAST PRESIDENT OF INDONESIAN CONSULTANTS ASSOCIATION (AKINDO). EMBOFF MET EARLIER THIS WEEK WITH COMPANY REPRESENTATIVE, INDICATED COMPANY'S BID PROPOSAL FOR ENERGY SYSTEMS STUDY WAS FAR TOO HIGH, URGED SUBMISSION OF BID BETWEEN \$3,500 - \$5,000 FOR COMMUNICATIONS EQUIPMENT AND SYSTEMS STUDY, AND REQUESTED BID PROPOSAL BY JUNE 13.

2. UEEC BID PROPOSAL IS AS FOLLOWS:

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(A) COST OF STUDY IS \$4,500 OR RUPIAH 1,865,250

(B) COMPANY PROPOSES TO CONDUCT AT LEAST 20 INTERVIEWS
DIVIDED AMONG TELEPHONE AND TELEGRAPH SECTOR
(GOVERNMENT); RADIO AND TV COMMUNICATIONS, AND
OEM SECTOR.

(C) IN 1973, UEEC CONDUCTED MARKET SURVEY ON POWER
AND TELECOMMUNICATIONS CABLE FOR ASSOCIATION
OF ELECTRIC CABLE INDUSTRY OF INDONESIA. OTHER
IMPORTANT STUDIES UNDERTAKEN BY FIRM WERE 1974
LIMITED MARKET STUDY ON TEXTILE YARN CONSUMPTION
IN INDONESIA; 1974 SURVEY ON MICRO-LEVEL OF
INDONESIAN TEXTILE INDUSTRY IN WEST JAVA
INCLUDING JAKARTA; 1972 GAS ENERGY MARKETING
SURVEYS IN SURABAYA, BANDUNG AND CIREBON; AND
1973 MARKET SURVEY ON MODERN RENTAL OFFICE SPACE
IN CITY OF JAKARTA. COPIES OF FEW OF ABOVE
STUDIES WILL BE FORWARDED VIA APO, TOGETHER WITH
BID PROPOSAL, TO OIM/MRD.

3. UEEC IS ONE IMPORTANT INDONESIAN MARKET RESEARCH ORGANIZATION
EMBASSY WOULD LIKE TO USE IN ITS MARKET RESEARCH PROGRAM. EMBASSY
BELIEVES OIM/MRD WILL AGREE AFTER REVIEWING UEEC'S BID PROPOSAL
AND SAMPLE MARKET SURVEY THAT FIRM SHOULD BE GIVEN OPPORTUNITY
TO PREPARE GLOBAL MARKET STUDY. EMBASSY, THEREFORE, WISHES CHANGE
ITS RECOMMENDATION SUBMITTED IN REF B TO RECOMMENDATION THAT
COMMUNICATIONS EQUIPMENT AND SYSTEMS MARKET STUDY BE AWARDED TO
UEEC.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 14 JUN 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975JAKART07187
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750208-0032
From: JAKARTA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750649/aaaabsgr.tel
Line Count: 91
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 STATE A-2817, 75 JAKARTA 7137
Review Action: RELEASED, APPROVED
Review Authority: greeneet
Review Comment: n/a
Review Content Flags:
Review Date: 12 FEB 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <12 FEB 2003 by PhilliR0>; APPROVED <13 FEB 2004 by greeneet>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: GLOBAL MARKET RESEARCH BID REQUEST: COMMUNICATIONS EQUIPMENT AND SYSTEMS
TAGS: BBSR, ID
To: COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006